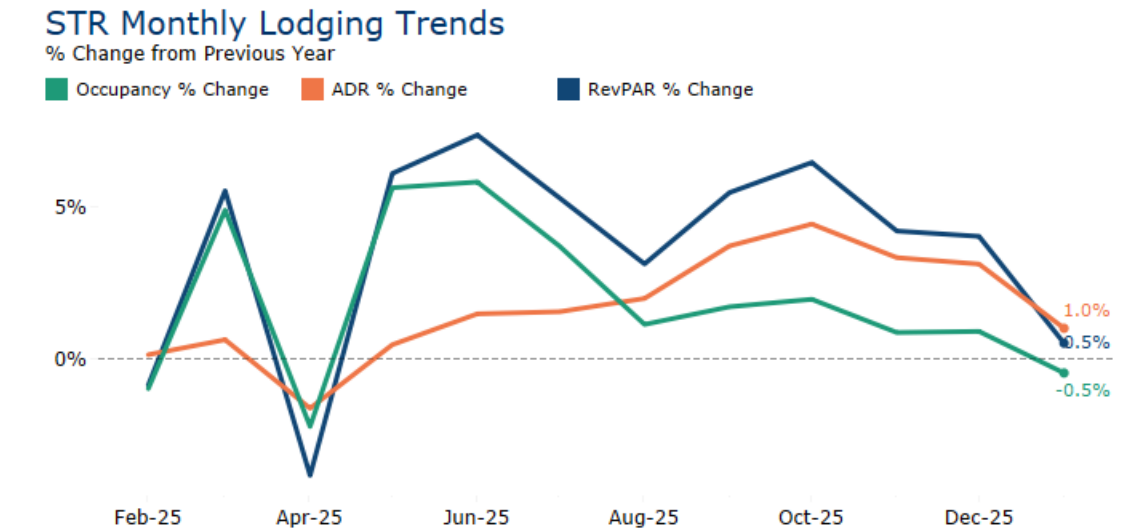


MISSOURI DIVISION OF TOURISM

FEBRUARY 2026 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 3/11/26)

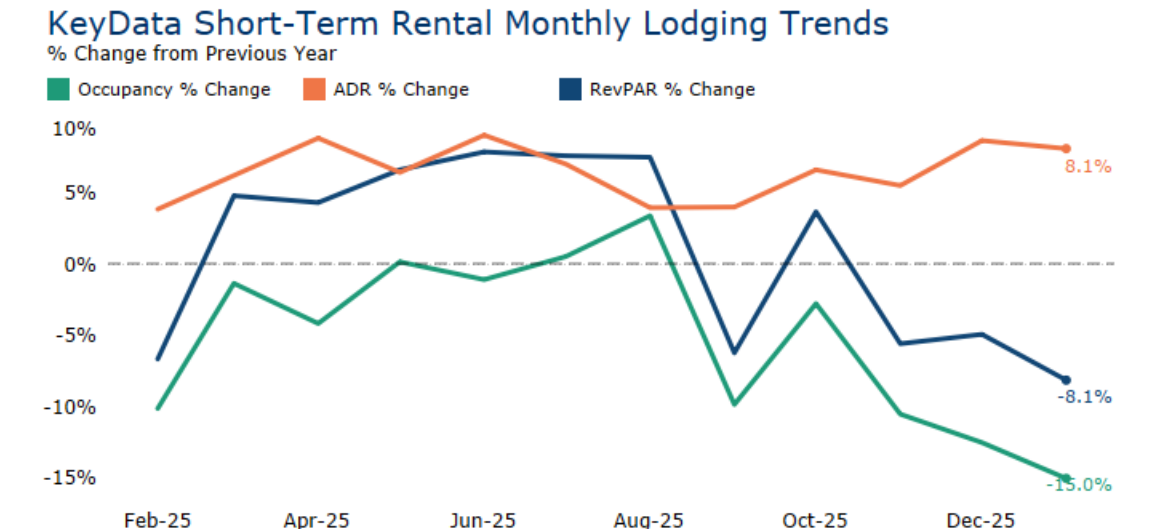


	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jan 2026	40.7%	\$110	\$45	3.3M	1.3M	\$145.2M
Change vs. Previous Year	▼ 0.5%	▲ 1.0%	▲ 0.5%	▼ 1.0%	▼ 1.5%	▼ 0.5%
Year-to-Date	40.7%	\$110	\$45	3.3M	1.3M	\$145.2M
Change vs. Previous Year	▼ 0.5%	▲ 1.0%	▲ 0.5%	▼ 1.0%	▼ 1.5%	▼ 0.5%



Source: STR
 Republication or other re-use of this data without express written permission of STR is strictly prohibited.

	Occupancy	ADR	RevPAR
Jan 2026	17.0%	\$209	\$36
Change vs. Previous Year	▼ 15.0%	▲ 8.1%	▼ 8.1%
Year-to-Date	17.0%	\$209	\$36
Change vs. Previous Year	▼ 15.0%	▲ 8.1%	▼ 8.1%

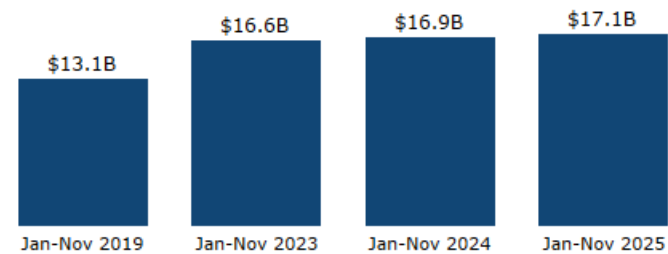


Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date

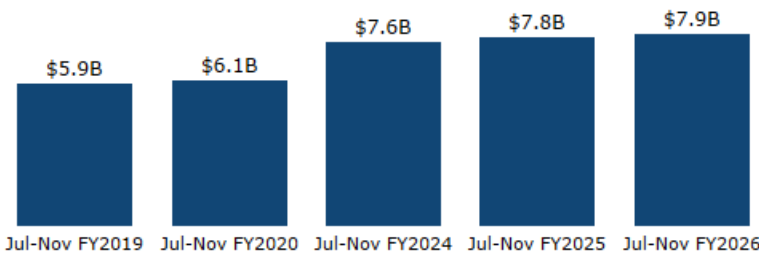
Tourism-Related Sales Revenue by Year
Calendar Year



Jan-Nov 2025
Tourism-Related Sales
Revenue
\$17.1B
▲ 1.4% vs. STLY

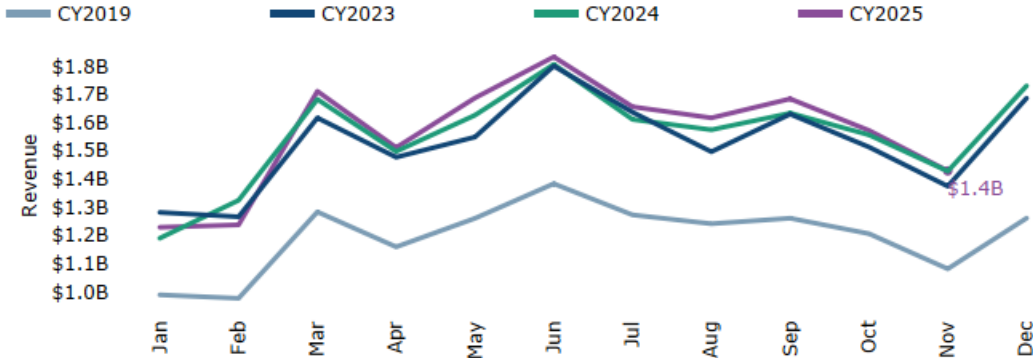
Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year
Fiscal Year

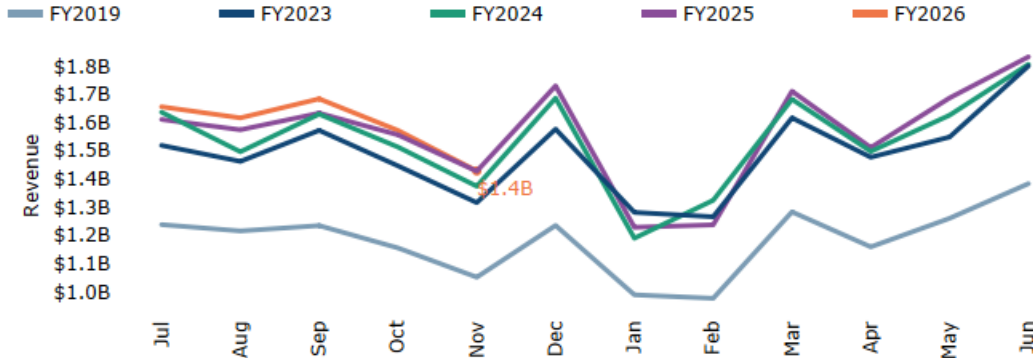


Jul-Nov FY2026
Tourism-Related Sales
Revenue
\$7.9B
▲ 2.0% vs. STLY

Tourism-Related Sales Revenue by Month
Calendar Year



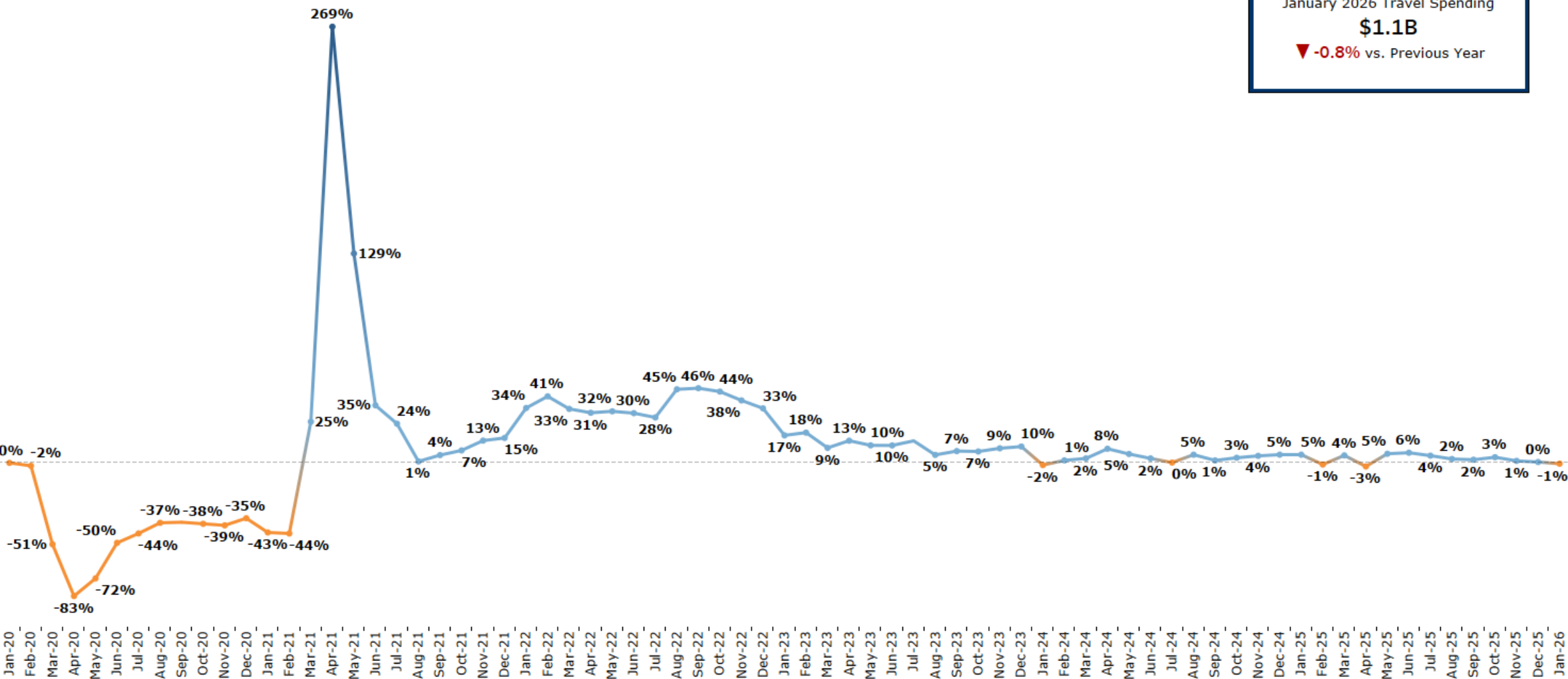
Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

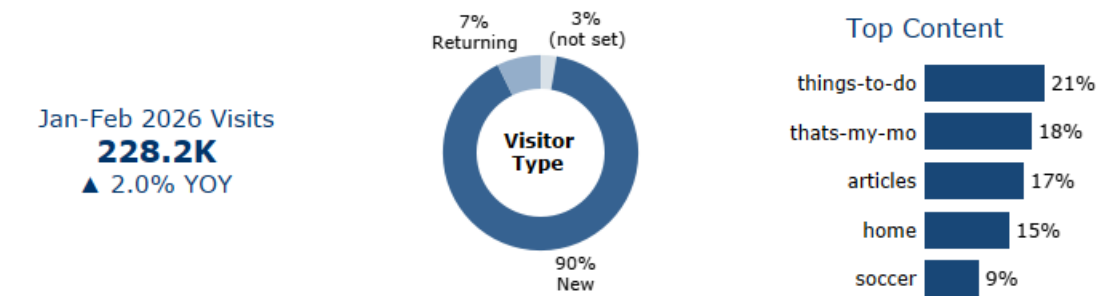
Travel Spending in Missouri

% Change from the same month in Previous Year

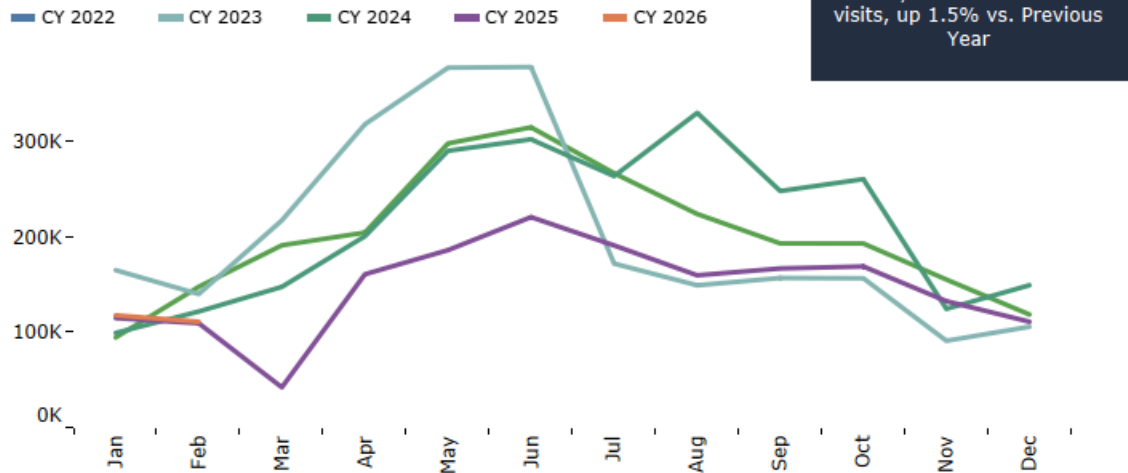




Calendar Year-to-Date



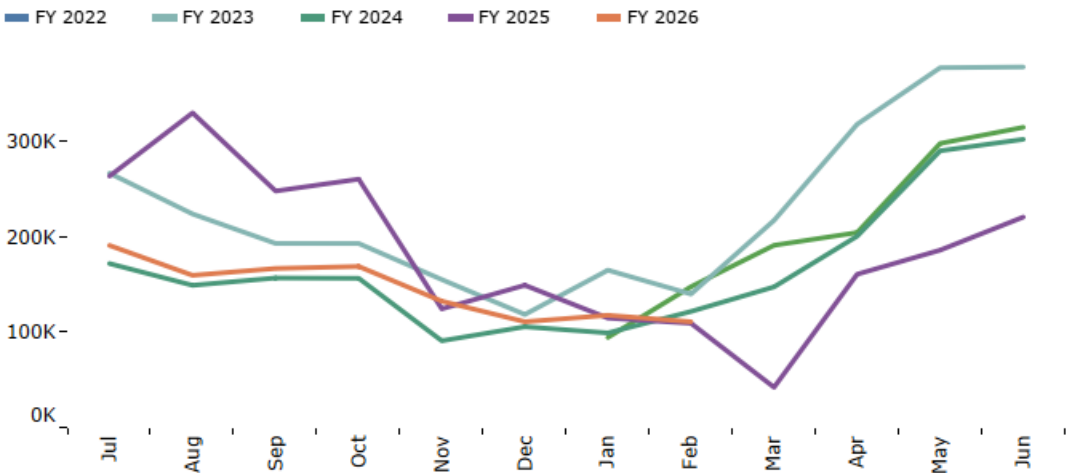
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Feb 2026
2.9K
▲ 3.3% vs. STLY

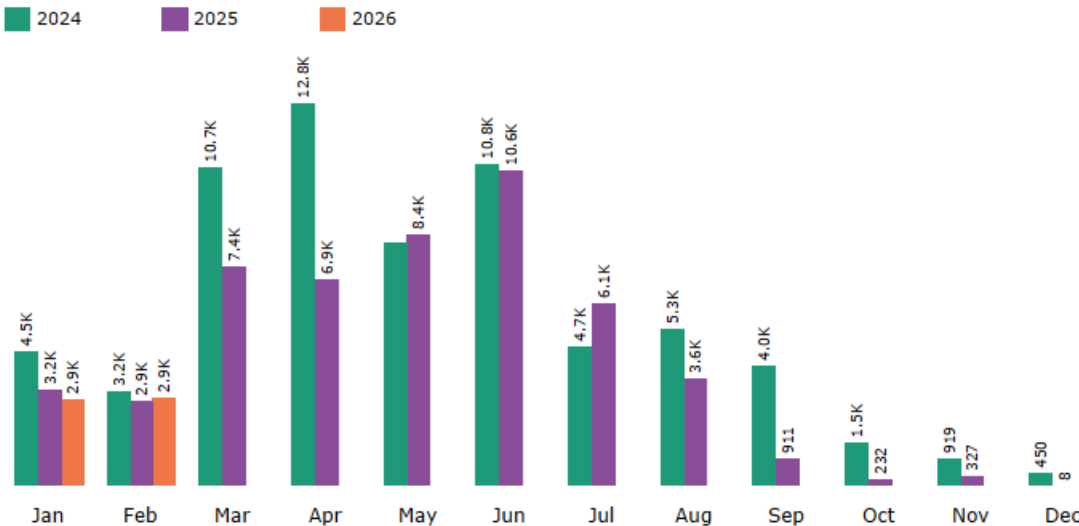
Jan-Feb 2026
5.9K
▼ -3.3% vs. STLY

Welcome Center Visits

Feb 2026
14.9K
▲ 33.3% vs. STLY

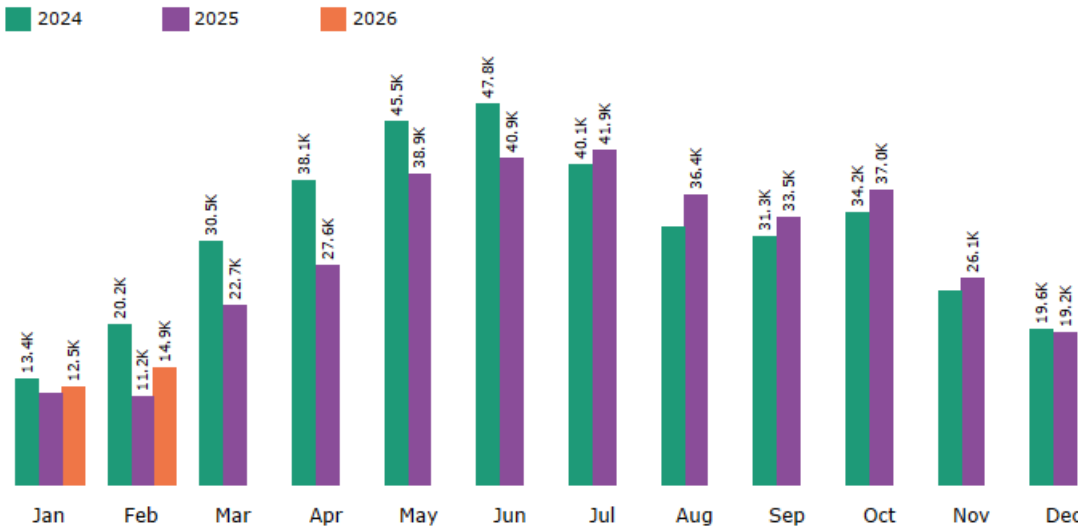
Jan-Feb 2026
27.3K
▲ 20.2% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

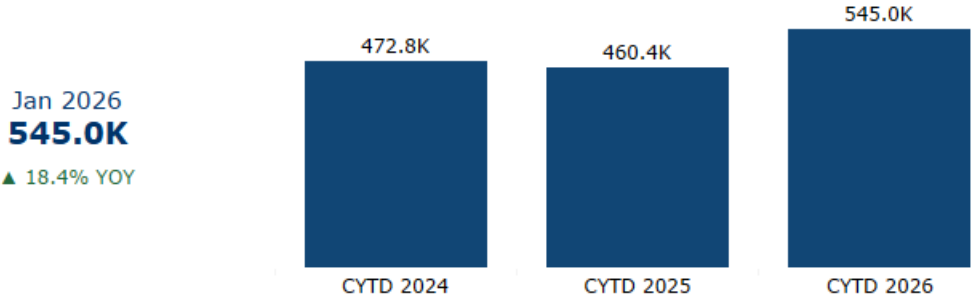


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

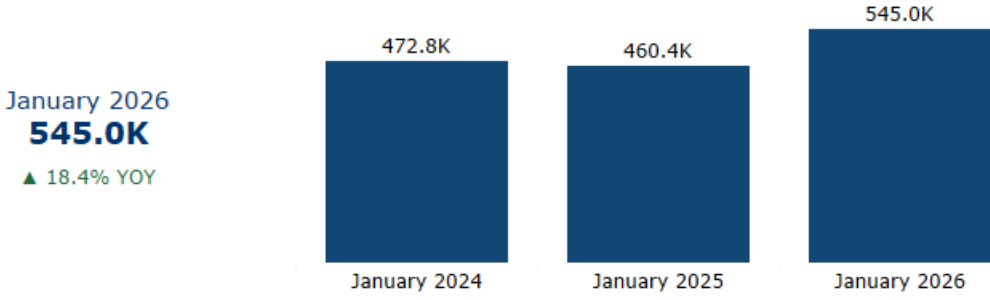
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

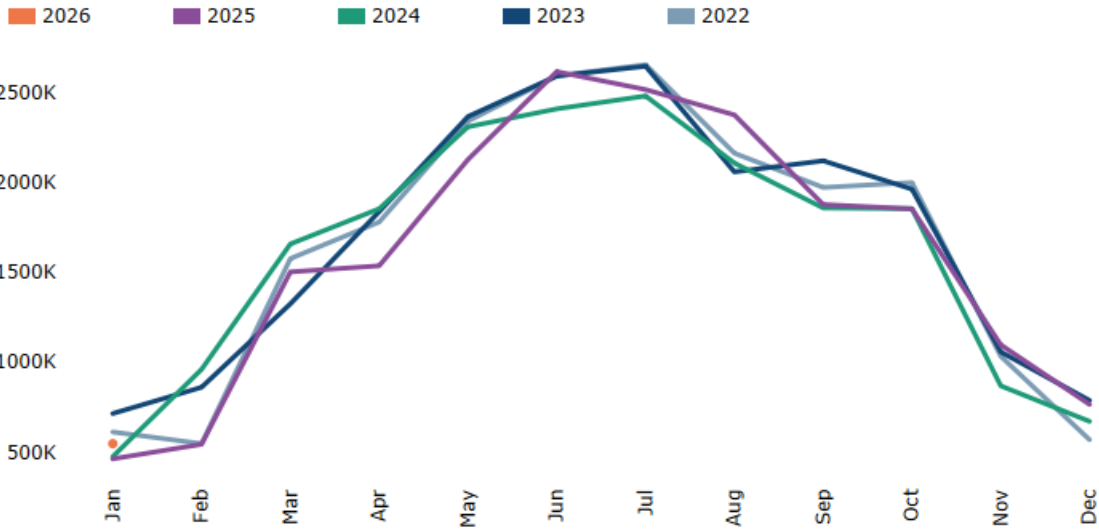


Monthly Visitation



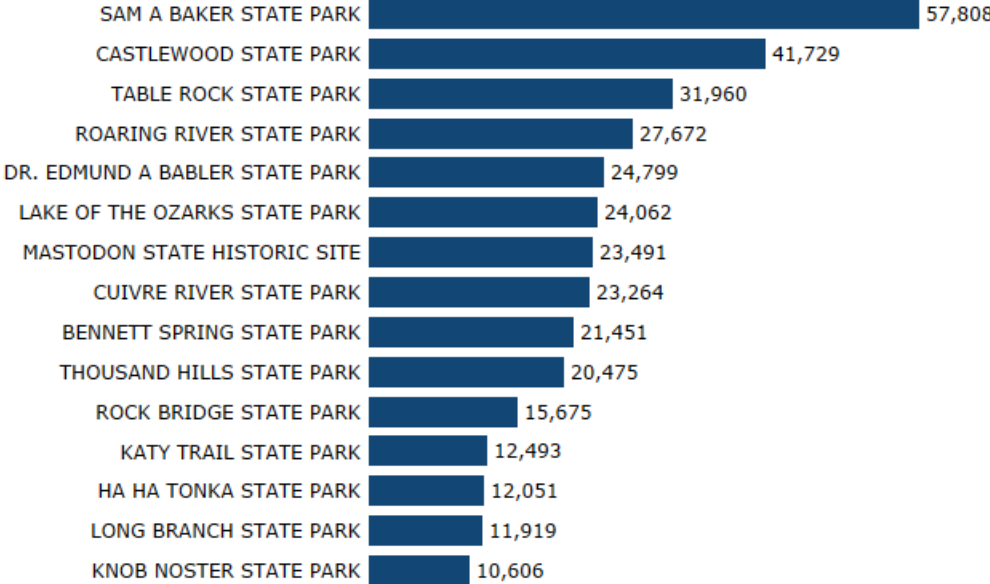
State Parks Visitors by Month

All Missouri State Parks



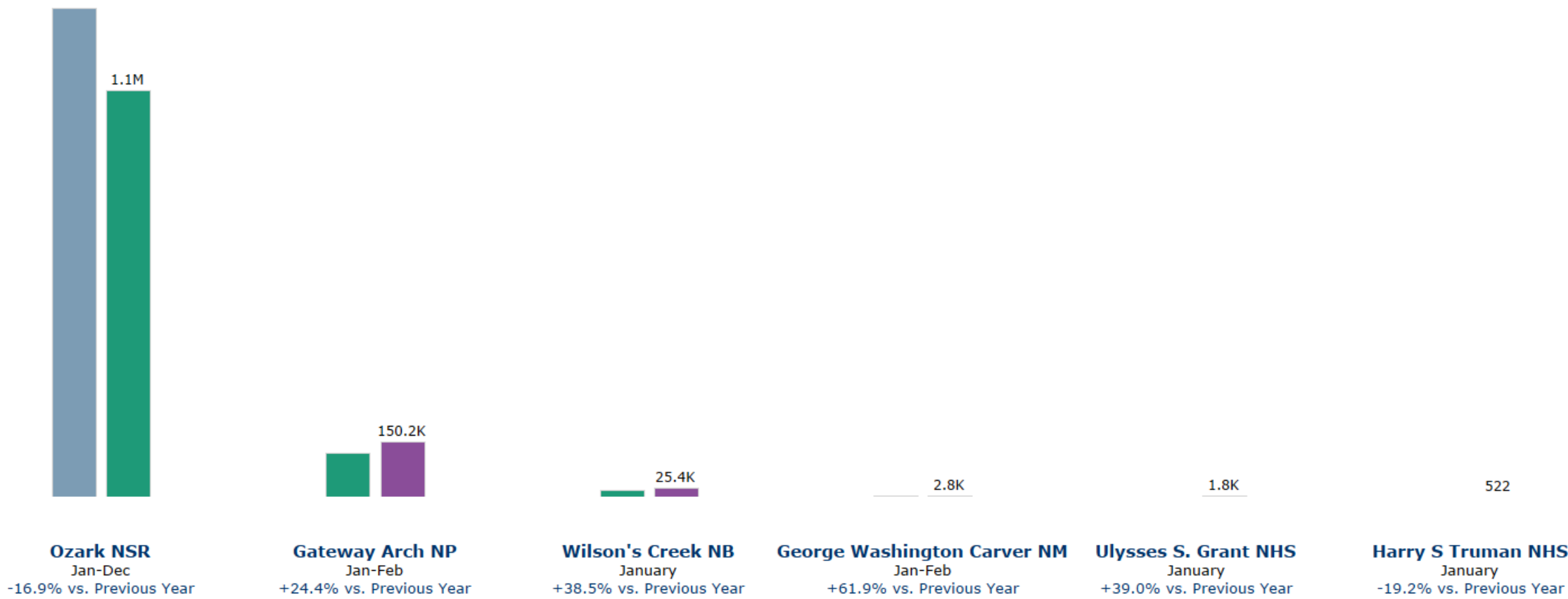
Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in January 2026



Attendance by Park

2024 2025 2026



Airport Throughput by State

January 2026

Month: January 2026
Primary State: Missouri
Comparison State 1: Illinois
Comparison State 2: Tennessee
Compare to: Previous Year
Report Type: Month



Missouri Throughput
January 2026 Month
881.0K

Competitive Set Throughput

Last 6 months, vs the same months in 2025

	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26
Missouri	+1%	+2%	+5%	+0%	-2%	+1%
Illinois	+2%	+2%	+5%	+0%	+3%	+4%
Tennessee	+3%	+3%	+9%	+3%	+2%	-1%
USA	+1%	+1%	+4%	+0%	+0%	+0%

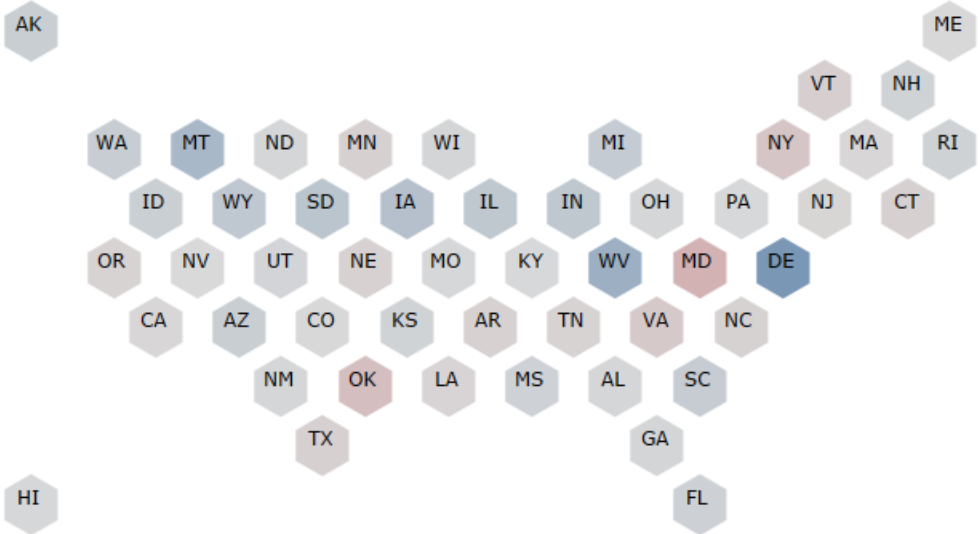
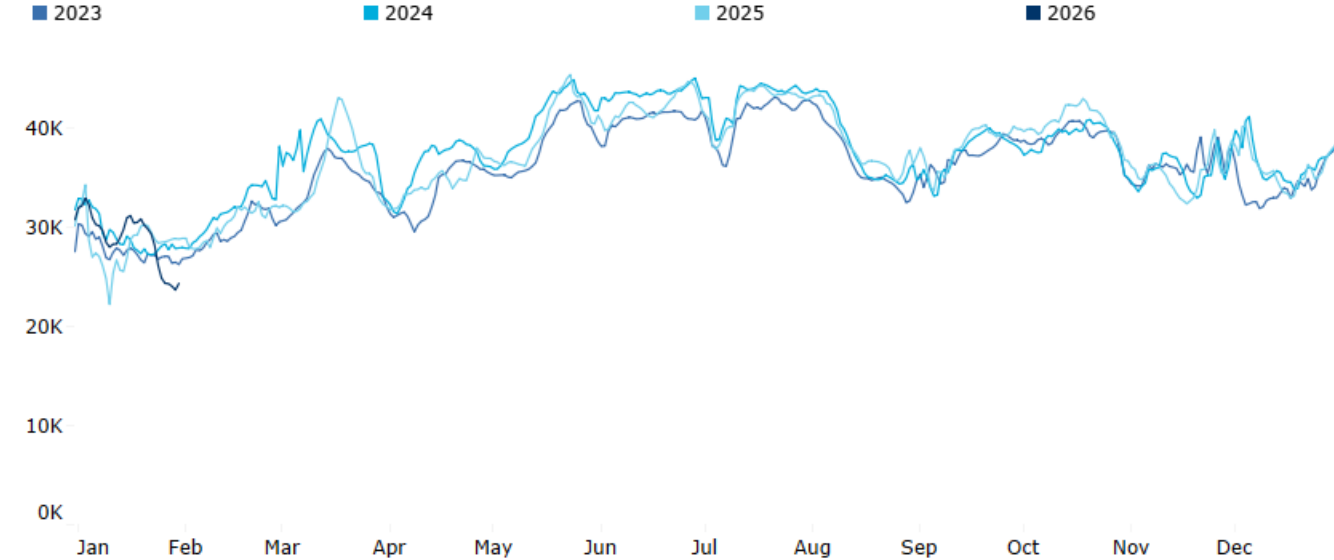
Throughput by State of Departure

January 2026 Month vs the same time period in 2025 (Click to filter)

Throughput YOY
-50.0% +50.0%

Throughput: Missouri

7 day moving average trend



Missouri Throughput by Airport

January 2026

Month

January 2026

State

Missouri

Compare to

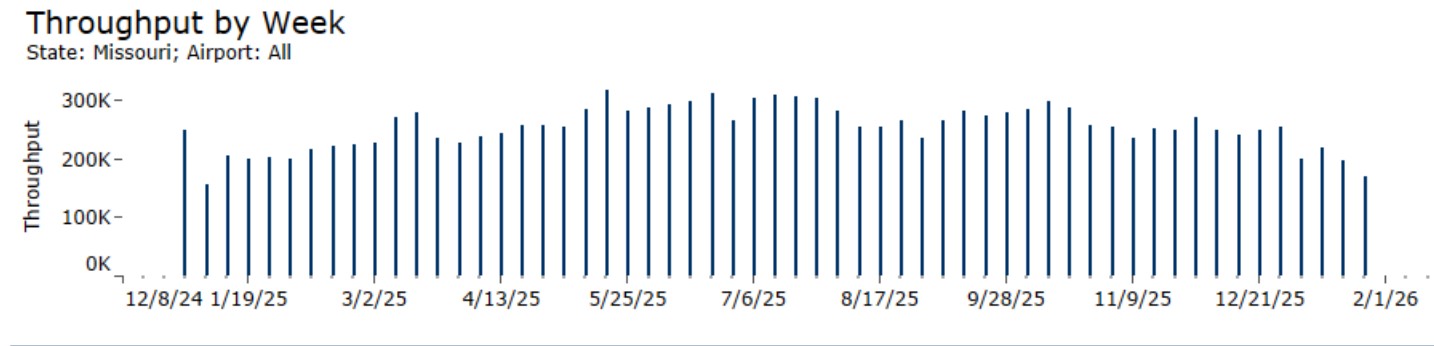
Previous Year

Report Type

Month

Airport

All



Missouri Airports

Throughput for the last 6 months, % change compared to 2025

	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26
All Airports	1%	2%	5%	0%	-2%	1%
St. Louis Lambert International	1%	3%	5%	2%	-2%	4%
Kansas City International	-2%	-1%	4%	-5%	-4%	-4%
Springfield-Branson National	12%	9%	15%	4%	4%	0%
Columbia Regional	6%	22%	44%	52%	63%	72%
Joplin Regional	16%	6%	13%	-4%	-6%	-13%
Cape Girardeau Regional	5%	23%	-13%	-11%	26%	40%
Waynesville-St Robert Regional Forney Field	13%	12%	14%	3%	0%	10%
Kirkville Regional	-12%	-22%	-15%	-10%	-8%	-16%

